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Florida Nursery & Landscape Co., Leesburg, Fla.

FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. III

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NO. 5

YOU CAN'T BEAT DRACAENAS FOR COLOR!



Dracaena Mme. Eugene Andre

SEE OUR WIDE SELECTION OF FOLIAGE PLANTS!

Modern interior decorating demands the use of plants for adding accent, color, or interest. They are used for harmony or for contrast, and are most effective, if the right selection is made.

In choosing plants for use indoors, you will want to consider not only the location, but the container, the foliage, the texture, the colors—all these are important.

Not only are plants decorative but they are also valuable as air-conditioners in your home; as you know, plants breathe carbon dioxide and return it to the air as oxygen.

There are many plants from which you may choose for your indoor planters, or for specimen. You may have shining green foliage, variegated foliage, or plants that produce bloom or berries.

See our selected stock and ask our experienced salesmen to help you select the right plant for the right spot!

These handsome foliage plants of the lily family are native chiefly to the old world tropics.

The name *Dracaena* comes from the Greek for "female dragon"; the coloring matter, or Dragon's Blood, comes from the *Dracena Draco*, a native of the Canary Islands and known as early as 1640.

Dracaenas are varied in size, shape and growth habits. They are most widely used as pot plants, or for planter boxes, as well as for patio plantings and shrubbery border beds in Central and South Florida.

Probably the best reason for the tremendous popularity of *Dracaena* is their ability to stand adverse conditions indoors. Their extreme hardiness to dry indoor conditions and the ease of cultivation, as well as the attractive colored foliage, makes them one of the most desirable plants.

A weekly watering, an occasional spraying of the foliage, a little fertilizer twice a year—*Dracaena* requirements are simple. They prefer a combination soil of peat and topsoil, and will grow in either shaded or light locations.

VARIETIES OFFERED INCLUDE:

Mme. Eugene Andre—beautiful reddish purple foliage in terminal heads. Very colorful and one of the favorites.

Warnecki—another beautiful plant with green and white pin-striped foliage. Very striking.

Massangeana—Broad yellow center stripe in wide deep green leaf. Slow grower.

Marginata—Native of Madagascar. Leaves in dense terminal rosette. Foliage deep green, margined and veined red.

Virens—Shining green foliage. Tall growing, semi-climber. Very attractive and unusual.

Godseffiana—dark green leaves borne on slender stalk. Foliage irregularly spotted with cream or yellow.

Tricolor—very ornamental foliage of green striped with cream and rose.

Some varieties available only in limited quantities, and sizes.

Prices, \$1, \$1.50, \$2.50 up

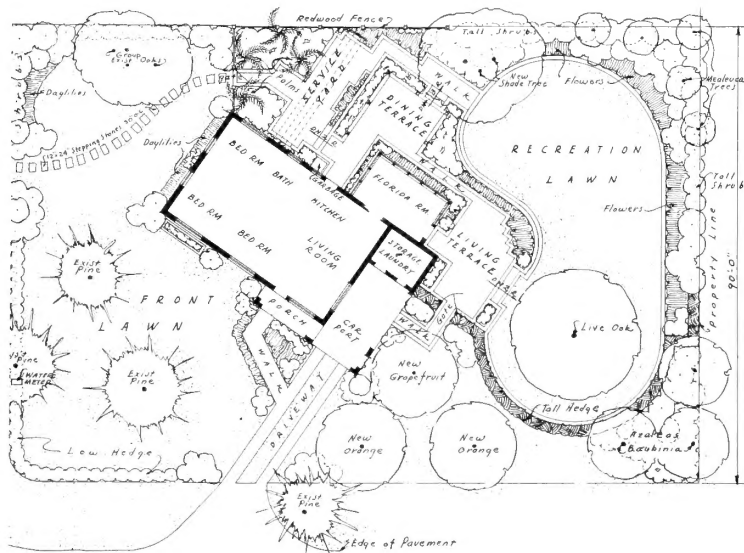
HERE'S PROOF OF THE DIFFERENCE LANDSCAPING MAKES!



Before shot—a typical house in a typical subdivision.



After view is proof of difference!



This is the plan used to achieve the miracle.



A good comparison of the difference from the air.

For many thousands of folks all over Florida there's absolutely no doubt that Landscaping does make a difference!

On March 20th Florida Nursery & Landscape Co. began at 7:30 to landscape the Tom Carlisle home in Delray Subdivision in Leesburg. Grading, planting of trees, palms, shrubs and flowers was done, and a solid sod lawn of Bitter Blue St. Augustine was laid. The roof was constructed and raised over the dining terrace and both the dining and living terraces were paved. That same evening the Carlises had dinner on the terrace as Life Photographer Stan Wayman ground away to record the history-making event.

Spectators by the thousands came to watch the work being done. Now, weeks afterward, folks still drive past and look with amazement at the home that is landscaped so attractively and looks as though it had been planted for years!

In putting on the demonstration, Florida Nursery had one real reason—to convey to all home owners the importance of a complete plan for beautification. Deeply concerned with the costly and time consuming mistakes the average home owner makes when he buys a few plants at a time and stick them in, this project shows the value of advance planning.

Good landscaping is never measured by the dollar-and-cent cost. It is measured, rather, by the increased liveability, the increased beauty, and the increased value of the property. Family pride in the home is important, and beautiful and comfortable surroundings designed to meet the specific needs of your family is most important.

Another important thing about good landscaping is the ease in maintenance. You will note that plantings are kept in well designed beds, and that mowing strips save a lot of trimming grass by hand shears.

The service yard just off the dining terrace also lends itself well as a children's play area when the clothes line is not in use.

If your are dis-satisfied with your home grounds, then call or stop by our office and ask for one of our competent Landscape Architects to help you plan a "personalized" garden.

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Published by

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"MILLIONS OF PLANTS"



MAXIMUM OUTDOOR LIVING FOR YOU!



There's no need for you to envy the Carlises this attractive dining terrace, even though it's a picture! It can be a reality at your home.

The paving is gray cement with coral cement block trim. The roof is a beautiful coral coralux, and the woodwork is painted to match. The planting in the borders carry out the color scheme with colorful *Dracaenas* of a deeper wine shade.

In the background you see the service yard with the clothes line in use. As soon as the wash is dry, the clothes line is released and rolls back into a reel on the wall, leaving the graveled service yard available for a play area for the children, as well as add a more expansive feeling to the enclosure.

The fence is shadow weave redwood, which gives complete privacy, yet permits air to circulate freely. This certainly is desirable in Central Florida. However, the air circulation through this type of fence prevents heavy drafts in any particular spot, and this will make the dining terrace a wonderful spot the year round!

We'll be happy to have you get in touch with us and we'll help you locate a terrace for the best effect and enjoyment, and to meet the needs of your family.

Questions You've Asked About FLORIDA GARDENING!

- Q. Some of the new growth on my Hibiscus is coming in odd thick shapes, and the flowers are dwarfed and do not open. Can something be done about this?
- A. This condition, which was formerly thought to be a virus condition, is now proven to be a deficiency of Molybdenum. One teaspoon of sodium molybdate to 1 gallon of water, used as a spray on the foliage and a soil drench, will correct this condition.

* * * *

- Q. I have a double hibiscus which has just begun to bloom this spring and it is single. What has happened?
- A. Probably it is just the season. Some double varieties bloom single during the first part of the spring, and will go back to the double before long. Should cold have damaged the plant and you cut it back severely, you may have cut off the plant below the graft, and the old root stock has come back.

* * * *

- Q. I have seen a shrub used as a hedge in South Florida which the natives called "Flame of the Woods." Do you know it, and can it be grown here?
- A. Flame of the Woods is the common name of *Ixora coccinea*, and it is used very often in Central Florida. Although it is damaged occasionally, it comes back rapidly and blooms nearly all year.

* * * *

- Q. Will you publish a formula to kill a strong stand of bamboo?
- A. You could either use CMU, or one of the arsenicals. Please remember, however, that anything that would kill the bamboo would sterilize the soil, rendering it useless to grow any type of plant for one to two years. Also you will have to be careful of the winddrift when spraying, and also you can not use it near the root systems of other plants. Since these formulae are so complicated and are so dangerous to use around other plants, we would recommend your asking your County Agent, local nurseryman, or the State Extension or Experiment Station to help you with this project.

* * * *

- Q. I thought Orchids were air plants; one of my neighbors has a plant she calls Nun's Lily Orchid which grows in soil. Do true orchids grow in soil?
- A. Yes, there are terrestrial or earth growing orchids in a number of varieties. Some orchids are epiphytes or air growing orchids are thrive attached to bark or tree fern root. Both types produce very lovely bloom.

* * * *

- Q. Summer is coming on fast and we have a new home in a new subdivision with no shade. What can you recommend as a fast growing tree?
- A. There are rapid growing trees, but they would not do much for you this summer. The Enterlobium or Ear Tree grows rapidly and makes nice shade; the Australian Silk Oak is another; you might use Eucalyptus or Melaleuca.

For immediate shade, you might ask for one of our Landscape Architects to plan for a grouping of tall Cocos Plumosa Palms to provide shade now. There would be no charge for this advice on placing palms for maximum result.

You Plan Balanced Meals For Your Family-- Why Not For Your Plants?

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The complete plant food that produces
More healthy plants—
More attractive foliage—
More beautiful blossoms



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For Kaleidoscopic Color . . . PLANT CROTONS!

Need color? Then here's just the way to get it—plant colorful Crotons from Florida Nursery and Landscape Co. for accent! Wonderful for shrubbery borders — for planters — for pots — for patio beds!

BRILLIANTLY COLORED FOLIAGE — shading from creamy white thru deep bright pinks to deep maroon! Green in variations of shades, too!

FASCINATING FOLIAGE — many forms and shapes of foliage: spiral corkscrews; narrow curved and twisted leaves; oak leaf foliage; broad or wide leaves!

EASY TO GROW — WONDERFUL FOR CUT ARRANGEMENTS!

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PRICED \$1.00 and up!



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Don't let your lack of knowledge as to plant needs cause loss of valuable plant materials . . . **FOR ONLY \$5.00 PER MONTH, OUR EXPERT WILL CALL AT YOUR HOME, CHECK YOUR LAWN, SHRUBS AND TREES, AND SEND YOU A WRITTEN REPORT OF FERTILIZING, SPRAYING, PRUNING, ETC., THAT SHOULD BE DONE.**

If you don't care to do it yourself, he'll give you the estimated cost of having our experienced crew do it for you.

This service was designed especially for newcomers to Florida, and for folks who are here only part of the year, but want to protect their investment while they are away.

Call our office or write for application blank—let us tell you how to solve your problems!